

On The Horizon

www.lipmanproduce.com/news-and-events/newsletters/



Market Update

Tomatoes: As local deals get into the swing of things, Eastern tomatoes are available in several growing areas – Virginia, Tennessee, Alabama, New Jersey, Pennsylvania, etc. Sizing and volumes vary depending on the heat and rain crops have experienced. Overall market volume is steady, but not overabundant.

California's volume is off a little due to heat and water conditions, but remains steady. Size is running toward the larger end of the spectrum, leaving medium sizes as the short suite for both rounds and romas. Although it varies by shipper, quality is a bit challenging with some bruising and soft fruit. Volume on Mexican fruit crossings has been lighter than usual, as the national market is keeping product inside the borders.

Bell Peppers: With Michigan starting up, the Eastern bell pepper market has eased off slightly. Coastal North Carolina is finishing up, but lower-volume local deals are popping up throughout the country. Pepper crops in many places have experienced excessive rain, but there is still nice fruit available. New Jersey has begun with some volume and we should start to see New York's traditionally thick-walled pepper become available shortly. California's supply is coming up short in the West, but we hope to see some relief in the coming weeks.

Cucumbers: In the West, we are seeing some Mexican growing districts wrapping up, creating a light supply situation. Baja California is shipping with good quality but their supplies are not meeting current demand. However, new acreage coming online but quality can vary significantly by lot. The East is beginning to see stronger supply out of Michigan which has improved availability significantly.

Green Beans: Bean availability in the East has improved, as rains subsided enough to let growers into fields in Michigan and Tennessee. Overall quality is good, despite the wet weather.

Eggplant: There are some nice eggs available in New Jersey and the Carolinas, but there's not enough volume to meet market demand. California growers are working through transitions and we expect light supply for another 7-10 days.

Summer Squash: Eastern squash is still trying to catch up from the crop damage and low productivity due to earlier heavy rains. With the West working through a transition period, we are seeing light supply throughout the country.

Chili Peppers: Baja, along with Santa Maria and Fresno, continues to ship steady volumes and nice quality on chilies. In the East, local programs are coming to the table with most varieties.

Transportation Facts

*The National Average Diesel continues to drop, falling another \$.03 this week, from \$2.81 to \$2.78 per gallon.

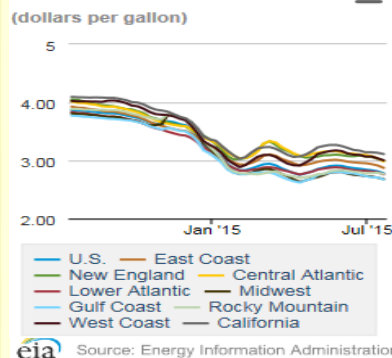
*The average price for a gallon of diesel fuel is \$1.09 lower than the same time last year.

*Fuel prices declined in all areas of the country with the most significant decrease in the Central Atlantic region (down \$.05).

*As usual, the most expensive fuel in the nation is reported in California where a gallon of diesel is \$3.11 per gallon. The fuel bargain of the week can be found in the Gulf Coast region where the price is \$2.67 per gallon.

*The WTI Crude Oil Price continued its downward descent and now stands at \$49.19 a barrel this week, a 4.3% decrease from last week's \$51.41 price.

On-Highway Diesel Fuel Prices



ON THE HORIZON CONTENTS



Restaurant Industry News- page 2
Get to Know the Lipman Team- page 3
July Calendar- page 3
Keep Your Eye on the Consumer- page 4

Pack Your Bags-page 5
Produce Barometer- page 3
News in the Grocery Trade- page 5
National Weather Spotlight - page 4



Restaurant Industry News

4 STRATEGIES TO BOOST BUSINESS AND MAKE THE MOST OF MENU LABELING EXTENSION

By: Anita Jones-Mueller, www.restaurantnutrition.com, July 14, 2015

The menu labeling regulations have been top of mind for many restaurants nationwide since the Food and Drug Administration (FDA) made big news in November 2014 by releasing the long-anticipated final rules. Many in the industry have become well-versed on the menu labeling regulations, which specify that restaurants and similar retail food establishments with 20 or more locations must provide calories on menus and menu boards and nutrition information for 10 additional nutrients at the point of sale. Many restaurants quickly began moving forward to verify the accuracy of their nutrition information and/or complete nutrition analysis in order to meet the December 1, 2015 compliance deadline.

The FDA is making news again, perhaps spelling an even bigger opportunity for restaurants. In a statement released July 9, 2015, the FDA extended the compliance deadline for menu labeling by 12 months. According to the statement, the extension is an essential move in order to: *"...provide further clarifying guidance to help facilitate efficient compliance across all covered businesses and for covered establishments to come into compliance with the final rule. The FDA is extending the compliance date for the menu labeling rule to December 1, 2016, for those covered by the rule."*

The extension and promised clarifying guidance is especially welcomed by those covered establishments that have raised very specific questions about menu labeling compliance, which have gone unanswered in the previous guidance document. In its recent statement, the FDA states:

"In addition, the FDA plans to issue in August 2015 a draft guidance document that provides answers to some of the more frequently asked and crosscutting questions that the agency has received to further assist covered establishments in complying with the rule."

Many covered establishments applaud the move and FDA's promised clarifications and "educational and technical assistance" and also recognize the larger opportunity this extra time presents.

In the coming year, it's estimated that more than 250,000 restaurants will be required by the menu labeling regulations to post calories and nutrition statements on menus and menu boards as well as provide additional nutrition information upon request. Leaders in the industry recognize that the extended compliance date for the menu labeling regulations offers the opportunity to not just comply but to create solid business practices and boost the bottom line by best meeting guests' nutrition-related needs. These are some of the ways your restaurant can take advantage of the recently announced extension:

***Create long-term systems to maintain accuracy.** As any restaurant industry professional knows, business moves fast and changes quickly. Providing accurate nutrition information to guests month after month and year after year depends on having solid policies and procedures in place for every area of the restaurant business, from management to back-of-house and everyone in between. Product updates, recipe updates, menu updates, reformulation and even training of new staff can all significantly affect the accuracy of nutrition information. Efficient systems to make updates quickly and distribute those updates to all locations will save time and money, as well as protect against losing guests' trust if the nutrition information is not accurate.

***Train staff for a seamless guest experience.** This extra time is a valuable opportunity to ensure that every member of your restaurant's staff is able to quickly and accurately cook/prepare, plate and serve menu choices that nutritionally match your standardized recipes. This, in

the nutrition information they need and now expect, will help to create a seamless guest experience and accurate available nutrition information.

***Go beyond "compliance" and wow guests with the extras.**

Every restaurant with 20 or more locations nationwide will be required to provide basic nutrition information. Consider moving ahead of the pack with extras such as gluten, allergen, vegan, vegetarian, organic and "clean" identification. The "niches" seeking this information are growing, along with their loyalty and word-of-mouth marketing for brands providing the information. This commitment to transparency can help you broaden your restaurant's appeal to customers and strengthen your brand as a leader in the industry.

***Elevate your menu.** Use this extra time to make healthful modifications to your recipes and menu. You may be hearing it more often from guests when ordering, and the recent 2015 Food & Health Survey further underscored the shift in consumer dining habits to healthier choices. Reducing sodium, saturated fat and carbohydrates across your menu, creating new menu categories to appeal to the growing numbers of nutrition-conscious guests and even developing and testing new menu items to make your menu shine can all help boost your brand's image and bottom line.

While some covered establishments may see the FDA's extension of menu labeling compliance as a chance to hit the brakes and relax in the coming months, the leading brands will capitalize on the opportunity to go beyond simple compliance, and instead proactively build a stronger brand and business.



Jaime Weisinger
Director of Community & Government Relations
with his wife, Denise and daughter, Briana



Jaime and Denise with their son, Jensen

GETTING TO KNOW THE LIPMAN TEAM

Meet Jaime Weisinger!

Position at Lipman: Director of Community and Government Relations, Real Estate Manager

How many years have you been at Lipman? 19

How did you become a part of the Lipman team? I am a 4th generation Lipman family member. I started working at the company about 2 years after I finished college.

What is your favorite aspect of working for Lipman? I love the family spirit. We are a large company that still acts small.

What is your favorite vegetable? I love red peppers. They are so sweet & add color to any dish.

What is your favorite type of food? How do I narrow it down? Mexican, Chinese, steak, BBQ. They are all so good. Anything that is accompanied by a good red tomato is ok with me.

Tell us about your family. I am married to Denise and have 2 perfect children, Briana, 19, and Jensen, 12.

Where did you grow up? Since SW Florida was the heart of our wintertime growing operations, I grew up in Ft. Myers, Florida.

What do you like to do when you aren't working? I like to be active when I'm not working. I play tennis, softball, and I like to try to catch fish.

Ideal vacation spot? We recently went to the mountains in Colorado and did all kinds of fun stuff like hiking, mountain biking, and skeet shooting. That was super fun.

Favorite movie of all time? Die Hard. I know its old school but I feel like John McClane could be any one of us. He seems like a regular guy who had to kill bad guys when it was his time.

Favorite book of all time? I still enjoy the classics. I read Catcher in the Rye at a time in my life when I was young and adventuresome and it resonated with me.

What are your favorite sports teams? I like the Miami Dolphins but they don't seem to like me back. I am a huge Kansas City Royals fan from back in the day when they had spring training in Ft. Myers. Even went to a World Series game last year.

If you could have one superpower, what would it be? I would be invisible. It would make clothes shopping much easier.

If you were stranded on a desert island, what 3 things would you take with you? I'm not really a survivalist; roughing it is not having wifi to me. I would need a take-out menu, a huge lighter, and some ice for my beer.

Are you a member of any community or charity organizations? I serve on the boards of several non-profits including RCMA, Edison Festival of Light, FGCU Athletic Advisory Board, FFVA Government Relations Committee, Harry Chapin Food Bank Steering Comm., Gulf Citrus Growers Assoc., United Fresh Leadership Alumni Board, and a few more.

Anything else that you are passionate about? I derive a lot of satisfaction every day from the generosity of our employees and their families. I help organize a lot of community activities at numerous Lipman locations and the enthusiasm with which everyone gives their time, efforts, and even their hard-earned money, is always overwhelming to me. Thank you to everyone who works here who also cares about the community where they live.

PRODUCE BAROMETER

ITEM	QUALITY	PRICING
Bell Pepper	Good	Steady
Cucumber	Good	Lower
Eggplant	Fair to Good	Higher
Green Beans	Good	Lower
Lettuce-Iceberg	Fair	Steady
Jalapenos	Good	Steady
Onions	Good	Steady
Potatoes	Good	Steady
Squash	Fair- Good	Steady
Tomatoes	Good	Steady



July Calendar

All Month

National Culinary Arts Month

Hot Dog Month

Fourth Week

National Salad Week

July 29th

National Lasagna Day

July 30th

National Chili Dog Day

Exmore, VA Weather

Thu Jul 23	Fri Jul 24	Sat Jul 25	Sun Jul 26	Mon Jul 27	Tue Jul 28	Wed Jul 29
84° F	84° F	82° F	84° F	86° F	84° F	86° F
72° F	72° F	77° F	75° F	75° F	77° F	75° F
NV 6 MPH	NNE 7 MPH	NNE 7 MPH	SSE 13 MPH	SSE 12 MPH	SSE 6 MPH	SSE 8 MPH
Precip 20%	Precip 20%	Averages	Averages	Precip 20%	Precip 30%	Precip 30%
Averages	Averages	Averages	Averages	Averages	Averages	Averages
87° F / 70° F	87° F / 70° F	87° F / 70° F	87° F / 70° F	87° F / 70° F	87° F / 70° F	87° F / 70° F



Keep Your Eye on the Consumer YOUNG ADULTS FURTHERING FRESH FOOD CONSUMPTION

www.csnews.com, July 21, 2015

CHICAGO — Americans' consumption of fruits, vegetables, dairy and other fresh foods has reached levels not seen in 30 years, with younger adults leading the way, according to The NPD Group's latest *National Eating Trends* consumption tracker, released Tuesday.

According to the research firm, 17.4 percent of all in-home eating and drinking occasions included fresh foods in 2014.

Over the past decade, adults aged 18 to 34 have increased their consumption of fresh foods the most out of all age groups. These results are a surprise, as millennials are in a life stage when people typically consume lower quantities of fresh foods in favor of more time-saving and convenient options, reported NPD.

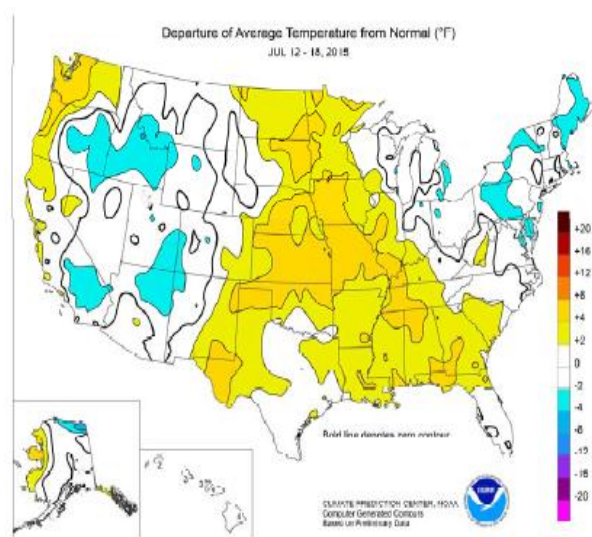
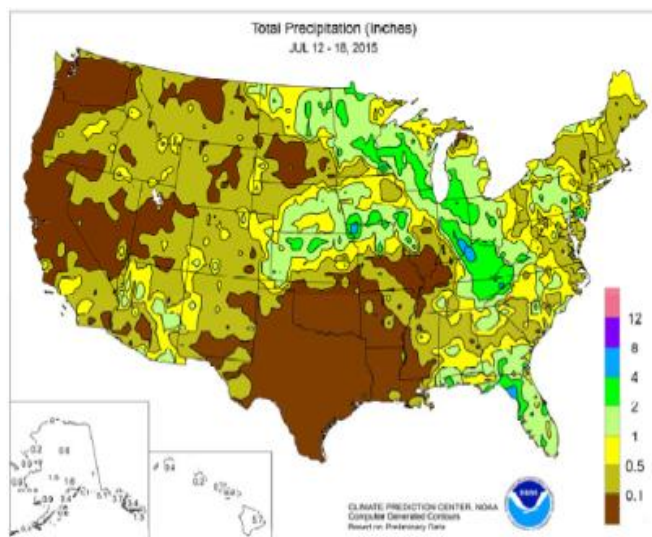
"As millennials returned to their homes to source more of their meals, they spent a little more time in the kitchen to make dishes like eggs/omelets, pancakes, vegetables/legumes and rice," said Darren Seifer, NPD's food and beverage industry analyst. "This doesn't mean they are becoming chefs or that they even enjoy spending time in the kitchen. In fact, millennials account for more than their fair share of rice cooker sales, meaning they want fresh rice with their meals without having to hover over a saucepan for 30 minutes."

Younger adults have shifted from considering frozen foods as convenient to their focus now being on freshness, while getting out of the kitchen quickly, Seifer added.

"As millennials recover in the job market, there are predictions that they will return to lower levels of fresh consumption in order to manage their increased time pressures. But there's also evidence that fresh actually may be here to stay," he said. "When looking at typical behaviors of Americans across the past 30 years, the consumption of fresh foods and beverages increases with age as consumers gain more cooking skills and confidence in the kitchen. It would seem millennials' heightened levels of fresh consumption could represent a sizeable shift in the way consumers prepare foods for decades to come."

The NPD Group provides market information and business solutions intended to drive better decision-making and better results.

NATIONAL WEATHER SPOTLIGHT Weekly Precipitation and Temperature Deviation





News in the Grocery Trade MOST SHOPPERS WANT FASTER RETAIL CHECKOUT EXPERIENCE: SURVEY

www.progressivegrocer.com, July 21, 2015

Almost nine in 10 of U.S. adults (88 percent) want their store checkout experience to be faster, according to a study conducted online by Harris Poll and commissioned by Digimarc Corp.

Among other highlights of the survey: Nearly half (45 percent) of consumers who avoid self-checkout do so because of technical or barcode scanning difficulties Six in 10 (61% percent) agree clerks focus most on scanning items and less on finding out if customers are satisfied.

A combined 50 percent say slow checkout speeds and long lines are their top grievances. "Checkout is the last opportunity a retailer has to make a positive impression on a shopper," said Larry Logan, CMO for Beaverton, Ore.-based Digimarc. "Asking customers to endure a lengthy wait to process and pay for their order can spoil what may have otherwise been an enjoyable shopping experience."

Also disappointing shoppers at checkout is a lack of quality human interaction and perceived gratitude. Thirty percent of survey respondents say they feel like a burden to the clerk and other customers when they have a full cart.

The survey also suggests that self-checkout – which said nearly three-quarters of shoppers avoid – could be more appealing if there were fewer technical problems. Of those who avoid self-checkout, 43 percent cited technical or barcode scanning difficulties as reasons they avoid the self-checkout lane.

The survey also shows that many consumers would like to use smartphones to scan packaging to get additional product information, which is consistent with findings from a recent report from Cisco Research showing that three of four shoppers (73 percent) would scan products for special, customized offers and promotions in the store.

<p align="center">Mark Your Calendar & Pack Your Bags</p> <p align="center">July 24th-26th, 2015 PMA's Foodservice Conference & Expo Monterey Conference Center Monterey, CA www.pma.com/events/foodservice Come visit us at Booth #153!</p> <p align="center">September 20th - 22nd, 2015 Multi-Unit Foodservice Operators Conference Hyatt Regency at Reunion Tower Dallas, TX www.mufso.com</p>	<p align="center">Created By</p> <p align="center">Lipman refreshingly dependable</p> <p align="center">For Our Valued Customers <i>Visit our websites....</i></p> <p align="center">www.lipmankitchen.com www.lipmanproduce.com</p> <p>Questions or comments about the newsletter? Contact : joanna.hazel@lipmanproduce.com</p>